

ABSTRACT OF THE DISCLOSURE

In a wireless terminal advertisement, contents provider causes wireless communication service provider to deliver a piece 5 of partial software of particular software, that may be game software, each time user of a portable wireless terminal accesses the advertisement, for which the contents provider is requested to do so by the advertisement sponsor. The user of the portable wireless terminal will access the advertisement repeatedly to 10 collect pieces of partial software so that ultimately he or she may be able to execute the software as complete software comprising the pieces of partial software, and hence consequently the effect of the advertisement is enhanced. This system can enhance the possibility of causing users to access a particular 15 site for a plurality of times without offering any bonus and improve the advertisement effect.